

MAGAZINE		CYCLE	ISSUE	January 1978
			TOTAL CIG. ADS	4
			TOTAL PAGES	144

[illegible]

2040675120

MAGAZINE _____ CYCLE _____
 ISSUE February 1978
 TOTAL CIG. ADS 5
 TOTAL PAGES 148

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
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Marlboro #559 pg. 1

16

Opp: P-4
Goodyear ad.
Stapled card.

Kool #385 pg. 20

Real #140 pg. 80

P-4 &
Stapled
card.

Winston Lights #123 pg. 129

Camel #245 3C

2040675121

MAGAZINE

CYCLE

ISSUE

March 1978

TOTAL CIG. ADS

4

TOTAL PAGES

156

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #570 pg. 1

31

Opp: P-4 ad.

Camel #246 pg. 33

Winston #345 pg. 86

Salem #338 3C

2040675122

MAGAZINE

CYCLE

ISSUE

April 1978

TOTAL CIG. ADS

5

TOTAL PAGES

184

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #579 pg. 1

50

Opp: P-4 ad.

pg. 52

Kool Super Lights Longs #101

Camel #248 pg. 76

Salem #335 pg. 126

Winston #341 3C

2040675123

MAGAZINE

CYCLE

ISSUE

June 1978

TOTAL CIG. ADS

4

TOTAL PAGES

162

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Salem #340 pg. 17

Marlboro #582 pg. 29

11

Opp: "The Duct
Tapes-Falls I Have
Took & Observed".

Kool Super Lights #108 pg. 42

Camel #250 3C

2040675125

		ISSUE	July 1978
MAGAZINE	CYCLE	TOTAL CIG. ADS	4
		TOTAL PAGES	152

[illegible]

2040675126

MAGAZINE	CYCLE	ISSUE	August 1978
		TOTAL CIG. ADS	6
		TOTAL PAGES	126

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Real #143 pg. 18-19	SP	
Marlboro #596 pg. 37	17			OPP: Suzuki GS750EC."
		Kool #383 pg. 68-69	SP	
		Winston Lights #131 pg. 103		
		Camel #252 pg. 109		
		Salem Lights #117 3C		

2040675127

		ISSUE	September 1978
MAGAZINE	CYCLE	TOTAL CIG. ADS	5
		TOTAL PAGES	126

TOTAL CIG. ADS	5
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TOTAL PAGES	126
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PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		pg. 14-15 Kool Super Lights #113	SP	
		Real #150 pg. 23		
Marlboro #593 pg. 49	25			OPP: "Black Magic."
		Winston Lights #131 pg.109		
		Salem Lights #119 3C		

2040675128

MIN.
SEP.

COMPETITIVE ADS

SIZE IF
NOT P-4

REMARKS

pg. 14-15
Kool Super Lights #113

SP

Real #150 pg. 23

Marlboro #593 pg. 49

25

OPP: "Black
Magic."

Winston Lights #131 pg.109

Salem Lights #119 3C

2040675128

MAGAZINE

CYCLE

ISSUE October 1978TOTAL CIG. ADS 4TOTAL PAGES 98PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #604 pg. 18

25

OPP: "Newsline."

Kool #399 pg. 43

Real Menthol #101 pg. 79

Camel #253 3C

2040675129

MAGAZINE _____ CYCLE _____ ISSUE November 1978
 TOTAL CIG. ADS 6
 TOTAL PAGES 110

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Salem Lights #124 pg. 4		
Marlboro #610 pg. 14	9			OPP: "Newslane."
		Winston Lights #139 pg. 59		
		Salem #348 pg. 75		
		Real #148 pg. 91		
		Camel #252 3C		

2040675130

		ISSUE	December 1978
MAGAZINE	CYCLE	TOTAL CIG. ADS	3
		TOTAL PAGES	162

[illegible]

2040675137